

The Influence of Social Anxiety and Parasocial Interaction on Purchase Intention Among Players of The Game "Love and Deepspace" = Pengaruh Kecemasan Sosial dan Interaksi Parasosial terhadap Intensi Pembelian di Kalangan Pemain Game "Love and Deepspace"

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Abstrak

Penelitian ini mengkaji hubungan antara Parasocial Interaction (PSI), Romantic Parasocial Interaction (RPI), Social Anxiety, interaksi sosial nyata dan daring, serta perilaku bermain game otome Love and Deepspace. Dengan metode kuantitatif dan analisis SEM-PLS melalui SmartPLS 3, data dikumpulkan dari 330 responden di Jabodetabek yang aktif bermain game namun belum pernah melakukan top-up. Hasil menunjukkan bahwa PSI secara signifikan memengaruhi RPI. Social Anxiety berkorelasi negatif dengan interaksi sosial nyata, namun positif dengan PSI dan RPI. Interaksi sosial nyata tidak berpengaruh signifikan terhadap PSI dan RPI, sedangkan interaksi daring berpengaruh positif terhadap keduanya. RPI memengaruhi Continued Playing Intention dan In-Game Purchase Intention. Sementara itu, PSI memengaruhi Continued Playing Intention dan Emotional Engagement, tetapi tidak terhadap niat pembelian. Emotional Engagement juga tidak berpengaruh terhadap pembelian, kemungkinan dikarenakan oleh faktor ekonomi. Continued Playing Intention menjadi prediktor utama In-Game Purchase Intention.

.....This study examines the relationships between Parasocial Interaction (PSI), Romantic Parasocial Interaction (RPI), Social Anxiety, real-life and online social interactions, and player behavior in the otome game Love and Deepspace. Using a quantitative approach with SEM-PLS via SmartPLS 3, data were collected from 330 respondents in Jabodetabek who actively play the game but have never made in-game purchases. Findings show that PSI significantly influences RPI. Social Anxiety is negatively affected with real-life interaction but positively with PSI and RPI. Real-life social interaction has no significant effect on PSI or RPI, while online social interaction positively affects both. RPI influences Continued Playing Intention and In-Game Purchase Intention. Meanwhile, PSI affects Continued Playing Intention and Emotional Engagement, but not In-Game Purchase Intention. Emotional Engagement also does not influence purchase intention, possibly due to economic factors. Continued Playing Intention emerges as the key predictor of in-game purchases.